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1. Relay For Life Survivorship Chair Role Profile

Cancer Research UK is seeking a committed individual to lead Survivorship activity for their community’s Relay For Life. The opening Lap of Honour for cancer survivors is a celebration of life and a uniquely empowering experience for those living with cancer. A capable and compassionate individual is needed to invite survivors, coordinate their activities on Relay day and provide opportunities for survivors to meet throughout the year.

Cancer survivors are the guests of honour at Relay For Life. Anyone who has dealt with the emotion that comes with a cancer diagnosis is considered a survivor. This includes those newly diagnosed, those undergoing therapy for cancer as well as those who have been successfully treated.

What will I be doing?
- Recruiting a sub-committee to work with you on Survivorship.
- Identifying and inviting cancer survivors to attend the Relay as guests of honour.
- Creating a network of cancer survivors linked to the Relay and making those survivors aware of Cancer Research UK’s activity and cancer information services, as well as the Relay event.
- Planning and coordinating activities for survivors at the Relay, in particular the Lap of Honour and reception.
- Engaging survivors before and after the Relay.
- You will be a representative of Cancer Research UK and as such will uphold the vision and purpose of the organisation at all times

What skills do I need?
- Ideally, you will be a cancer survivor, but this is not essential. If you feel a connection with cancer survivors then this could be the role for you. You will need to have sensitivity and compassion towards survivors and their concerns.
- Confident of approaching groups and individuals to explain what Relay is and how they can be involved.
- Creative approach to plan and coordinate activities
- You should be IT literate and ideally have access to a computer.

How much time do I need to commit?
You will need to start actively recruiting/inviting cancer survivors as soon as you can prior to the Relay, and attend all Relay For Life committee meetings (these will probably be monthly and then weekly as the Relay approaches). You will need to respond to ad hoc enquiries from survivors about the Relay and arrange follow-up activities after the Relay with Survivors who have attended.

What support will I be given?
As well as being part of an enthusiastic and supportive Relay For Life committee, you will have access to a dedicated Cancer Research UK staff contact with whom you can liaise (via your Event Chair) should you have any queries.

What benefits can I expect?
Research has shown that the more survivors there are at a Relay For Life, the more successful the event is. You will be playing a major part in raising money to help beat cancer and bringing survivors together to share their experiences with each other and with the community. The Relay itself is also a lot of fun and a great way to meet and make friends with people in your community!

Where will I be based?
This role will certainly get you out and about! You will be the hub connecting the cancer survivors within your community and, although some of the work can be done from home (emailing, writing letters and phoning), you can’t underestimate the value of meeting survivors face-to-face explaining how important they are to the event and inspiring them to become involved with Relay.
2. What Is Survivorship?

Cancer Research UK Relay For Life Survivorship activity aims to support and empower those who have experienced a cancer diagnosis.

At Relay For Life, anyone who has heard the words “you have cancer” is a survivor. Survivors can be people who are undergoing treatment, as well as people who have been successfully treated.

Relay is a celebration of life and an empowering experience for anyone who has been touched by cancer with activities such as the Lap of Honour, Survivors Reception, judging of competitions and offering survivors the opportunity to be involved with the ceremonies. Relay For Life also welcomes our Carers. This can be anyone who has, or is currently helping to look after someone who is on their cancer journey is also invited to attend and to take part in the survivorship activity.

Survivorship and Relay For Life

Cancer survivors are welcomed to Relay For Life as guests of honour to meet and share their experience of cancer and to open the Relay by walking the very first lap, the survivors’ Lap of Honour. The Lap is a very special time when cancer survivors are invited to walk the track together, sometimes supported by their families and friends. For many, the experience of gathering together with other survivors is extremely powerful and reminds everyone attending the Relay why they are there.

Survivors may want to participate in different ways. Develop a range of opportunities so that your survivors can choose their own level of participation.
- Walk the Lap of Honour and attend the survivorship reception
- Attend as a visitor but not participate in the survivorship activity
- Address the teams during a ceremony
- Join the committee, enter a team or fundraise.

Relay For Life recognises the impact that research makes to the survival and quality of life of cancer patients across the UK. It is also a time to remember those people who have been affected by cancer and to highlight the importance of continuing our vital work.

Build a sub-committee

In order to have as many survivors from your local community involved with Relay as possible you’ll need some assistance so it’s advisable to recruit and manage a Survivorship sub-committee which will increase your networks and offers cancer survivors the opportunity to get more involved with Relay.

Delegating tasks

- You can delegate specific tasks to your sub-committee which could include:
  - Making survivors aware of the work of Cancer Research UK, its cancer information services and the Cancer Research UK Relay For Life event.
  - Send Invites to cancer survivors to attend the Relay as guests of honour.
  - Host at least one pre event awareness evening for all survivors attending the event.
  - Organise a survivors’ reception at the Relay. Meet, greet and host the cancer Survivors, Caregivers and their families
  - Plan on the day activities for the survivors to get involved with such as manning the candle of hope stall.
  - Encourage the Survivors to publicise Relay to their own group and networks
  - Offer Survivors the opportunity to fundraise.
  - Support the organisation of the Opening Ceremony. The survivors’ Lap of Honour is the highlight of this ceremony.
  - Maintain relationship with Survivors post Relay e.g. informal ‘get-togethers’ to update on the Relay and Cancer Research UK throughout the year.
3. Inviting Survivors

How to Invite Survivors

- Survivorship is one of the core elements of Relay so it’s really important to get as many Survivors involved with the event as possible. Below are some top tips for inviting survivors:
- Plan your survivorship activity in advance so you can talk about the special elements when inviting Survivors
- Research your community, networks and the contacts within the Relay Committee to create a list of contacts.
- Think about how you’re going to contact Survivors – write letters, display posters in local oncology centres, call cancer support groups etc... (The best way to explain the different elements of Relay is face to face so we’d recommend you try to meet potential survivors or go along to Survivor support groups and talk to them)
- Put together a brief sheet detailing the different elements of Relay that cancer Survivors can get involved with
- Attend team captains meeting to explain Survivorship at Relay and ask them to invite any Survivors they may know.

4. Registering Survivors

It’s really important that all cancer survivors are registered prior to the relay in order for you to be aware of any specific requirements the survivors may have for the day, be able to communicate with them about Relay and for them to get their registration packs.

We encourage all survivors to register online via the Relay For Life Website. Alternatively Survivors can register by calling the Relay For Life hotline on 08716 412602 All registered survivors will receive a t shirt completely free of charge.

5. Survivorship Activity

Before the Relay

In the run up to the Relay For Life there is a range of different ways you can engage Survivors in your event:

- Organise a get together for Survivors to discuss what they would like to see on the day of the Relay and offer them the opportunity to take ownership of specific activities
- Invite Survivors to recruit other Survivors and promote the different aspects of Relay.
- Invite Survivors to team captains meetings
- Ask Survivors to fundraise for Relay through promoting Candle of Hope
- Invite Survivors to your Relay Launch
- Work with those Survivors who would like to share their stories with the local media
- Produce a newsletter for Survivors or enter a Survivorship Update article in to your Relay Newsletter and make sure it get’s sent to all your Survivors.

On the Day of Relay - Opening Ceremony

To create impact at the Opening Ceremony, your Opening ceremony needs to create impact as it is the start of the Relay, and as previously mentioned, will set the tone for the whole event. Ensure you brief all of the teams to line the track and cheer on the Survivors as they walk their Lap of Honour.

Create impact by:

- Ensuring the Opening ceremony is well planned and rehearsed (it should last no longer than 15 minutes) Ensure that you know the content of the speeches in advance – they should be uplifting and motivational.
- Inviting a Survivor to speak and share their reason for joining Relay. This reminds participants that their fundraising makes a difference and gives Survivors the option to get involved
- Inviting other inspirational speakers such as a scientist or Senior Nurse to talk about the advances in cancer research.
- Using uplifting and celebratory music.
- Provide teams with bubble bottles and ask them to blow bubbles as the Survivors take to the track to create an uplifting feeling
- Changing the ceremony every year. Remember returning teams will want a different slant on the ceremony.
- Making sure you recognise and celebrate the community coming together and why everyone is involved in the
Relay:
- Survivors coming together as a group, giving hope to those attending and each other
- Teams joining together to celebrate their achievements in raising funds to support Cancer Research UK
- Community coming together as one to beat cancer and learn new cancer awareness messages
- Working together to raise vital funds for research, so that together we will beat cancer.

Music
Music is the stimulus. A good tune really gets everyone going and can really raise the atmosphere to new heights. You could have a live singer to start or use any number of motivational songs – this is a time for celebration not sadness – celebrating the fact that more people than ever before are living with or surviving cancer – there will be emotion however the music that YOU choose to play will for this opening lap will be crucial in creating the correct atmosphere. Remember it may take some of your survivors longer than others to walk their lap so have a couple of tracks lined up. Don’t forget to get your teams round the whole track to sing along, clap and cheer them home.

Song ideas
- Nothing’s gonna stop us now, by Starship
- Shine, by Aswad
- I’ll Stand By You by The Pretenders
- Survivor by Destiny’s Child
- Walking on Sunshine by Katrina and the Waves
- What have you done today to make you feel proud by M People
- The Greatest Day by Take That
- Shine by Take That
- Beautiful Day by U2
- Fantastic Day by Haircut 100
- Gotta Be by Desree
- Put your hand in my hand by Divine Inspiration
- O bla di O bla da by The Beatles
- Help from my friends by The Beatles

Survivor Reception
- Provide a warm and welcoming atmosphere, decorate the tables, provide drinks and snacks
- Make the reception interactive, give your survivors an activity that will bring them together
- A ‘Book of Hope’ where they can share their thoughts and messages of inspiration. These quotes can then be used to promote the Relay the following year, either locally or nationally.
- A Chain of Hope – Use strips of coloured paper and invite the survivors to make one link for each year they have survived cancer. Join all links together and display at the event, you could even announce total number of years during one of your ceremonies. This activity can give hope to those newly diagnosed sitting alongside another creating their 12th link.
- Hands of Hope - Get a craft shop to donate muslin and washable fabric paint. Ask Survivors to put their handprint on the muslin, sign their name under their print and write next to it how long they've been a survivor. After the event, hang the banner in the community – make a Relay display at your local council reception, or at a cancer treatment centre.
- To further enrich the survivors experience at Relay, other participants and guests (such as dignitaries, scientists and a few team members) could also be invited into the survivor’s reception to share experiences of being involved with Relay
- The Survivorship Chair should offer survivors the opportunity to be more involved with their Relay. For example, judging competitions, dedicating a Candle of Hope, attending the Candle of Hope ceremony, meeting teams with a committee member, visiting the fundraising stalls etc...
- Invite some of your team captains along to share their stories – why they Relay and how they have raised so much money to help beat cancer
- Ask those Survivors who are willing to share their stories could be invited to give media interviews on the day
Survivor Gift
Here are some ideas to get you started:

- **Tree of Life** - Approach your local garden centre and see if they will donate small trees or shrubs. A living gift that can be taken home and planted is a significant reminder of Relay. Give these to survivors after the Survivors’ Lap.
- **A Blossom of Hope** - Ask a local florist to donate fresh flowers (carnations and/or roses are good for this) and give these to survivors as they leave the track following the Survivors’ Lap, or at the Reception.
- **Happiness Kit** - Fill a small square of material with an eraser, penny coin, marble, rubber band, piece of string and heart. Tie the material into a parcel, secure with ribbon and attach the following tag:
  - An eraser so you can make your own mistakes disappear
  - A coin so you can never say you are broke
  - A marble in case someone says you have lost yours
  - A rubber band to stretch yourself beyond your limit
  - A piece of string to tie things together when they fall apart
  - A heart to remind you that someone loves you
- **Special Candle** - Give a candle to light the way.
- **Friendship Bracelet** – perhaps made by local school children.

After the Relay
Keep in touch with the Survivors after Relay to keep them updated and invite them to next year’s event.

- Ask survivors if they’d like to offer their story for national & local promotion of Relay and Cancer Research UK. If they agree, please liaise with your staff contact to arrange an interview with the Cancer Research UK Press Team or Patient Liaison Team.
- Keep in touch with survivors after the Relay by sending them Christmas cards and Birthday cards.
- Send survivors any Newsletters that your Relay produce or produce a survivor’s newsletter just for them.
- Ask survivors what they enjoyed so you can add new ideas to your survivorship activity for next year. Share the responses with your staff contact so we can share your news with other Relays.
- Invite the Survivors to join the Survivorship committee, to come along to Team Nights to stay in touch!

Survivorship Top Tips

- Recruit and promote year round. Good places to recruit include local oncology centres, support groups and doctors’ surgeries.
- Contact local cancer support groups and ask if you can attend to a meeting to talk about Relay and invite their members to attend.
- Meet with oncology staff and ask if they would promote your Relay.
- Ask your Team Recruitment Chair to encourage teams to invite survivors.
- Ask survivors to help you promote the Relay – some may be willing to accompany the Chair to give talks in the community to promote the event.
- Ensure all survivors are registered prior to the Relay – encourage them to register on-line. For those that would prefer not to register on-line you can use the paper registration form and hand to your Staff Contact. Alternatively, Survivors can register by calling the Relay Hotline. Keep all survivor contact details.
- Have survivorship activity at your Relay launch – if your committee are holding a launch.
- Hold Survivorship meeting to give Survivors a flavour of the event and ask them to invite other survivors.
- Involve the survivors in the planning of the survivorship activity or to join the sub-committee.
- Ask your survivors if they want to enter a team into the Relay.
- Ask survivors if they would be willing to share their story of survivorship to the local media – this is a great way to promote the Relay to the wider community and it spreads the message of Hope.
- Ensure all survivors are aware of what will happen on the day itself, where they need to be and when.
- Have a chaperone welcome survivors at designated meeting point and take to reception area. – ensure adequate seating.
- Have a chaperone take survivors to the track at agreed time for the Opening Ceremony.
• If you have a ‘Survivors’ banner ensure that banners are issued to walk with.
• Offer caregivers and family members the opportunity to walk with survivors.
• Make sure you have uplifting music for the first lap.
• Brief teams to line the track and cheer as survivors walk the 1st lap. Use the opportunity for teams to celebrate the survivor journey together.
• Ask a survivor to give a speech at the opening ceremony, ensuring that key messages are included.
• Offer Survivors the opportunity to get involved in the delivery of cancer awareness messages/activity following their reception.
• Liaise with Logistics Chair to ensure disabled access and designated parking is available near the site for Survivors.
• Ensure there is an area protected from the elements and adequate seating for the Survivors’ Reception.
• Once the survivors/carers lap is completed ensure you meet them and take to the designated reception area. Remember that some survivors may want to walk the initial team lap, so ensure someone is there to take them to the reception. Encourage survivor’s families to join them at the reception.
• Arrange activities such as massages and local scientist talks.
• Have the reception area in the heart of the venue so that survivors do not feel isolated.
• Ensure there is a thank you message to all survivors – a card from the Survivorship Committee perhaps.
• Engage with your survivors on the day and further involve them in the whole event, e.g. judging competitions, joining a team and delivering cancer awareness messages.
• Engage them with regular communication following the event, e.g. thank you letters and newsletters.
• Ask survivors to help write thank you letters for donations and sponsorship. This is very personal and meaningful for the recipient and a great practical way for Survivors to help with the Relay.
• Hold a special dinner or get-together after the Relay to celebrate its success and thank the survivors for their support. This needn’t cost much – everyone could bring a dish!
• Get together throughout the year as new survivors are recruited. This will get the new recruits involved in the network and get everyone looking forward to the Relay.
• Approach local companies for gifts in kind to present to survivors or ask local schoolchildren/colleges to help.
6. Template Invite Letter

This can be adapted to a variety of audiences

Date

Dear

I am writing to invite you and your family to join us for the Cancer Research UK Relay For Life. Relay is an overnight team event to honour Cancer Survivors, celebrate those whose lives have been touched by cancer, raise awareness about cancer, and raise money to support Cancer Research UK's life-saving work to find new ways of preventing, diagnosing and treating cancer.

- The Survivors’ Lap. The event will begin with the Lap of Honour which will begin at <insert start time> Survivors walk the triumphant opening lap with the other teams/participants cheering them on before joining the Survivors on the track for the 2nd lap.
- Carers – we invite you to bring along 2 family members
- Survivors’ Reception. This usually follows on from the lap and Survivors and their families come together at the heart of the event. It’s a chance to mingle with other Survivors, enjoy a celebratory drink and meet the volunteers and participants that make Relay such a success.
- The Candle of Hope Ceremony. A ceremony that remembers those lost to cancer, honours those being treated for cancer and celebrates the lives of Cancer Survivors. At <insert start time> the lights are dimmed and inspirational music fills the air as Candles of Hope (candles placed in small, white bags) start to glow. Each one dedicated in memory or in celebration of loved ones. The candles continue to glow through the night, as walkers continue to relay around the track.

We hope you can join us for this wonderful event. We invite you and your family/friends to be our guests for one of these ceremonies, or to put together a team and join the fun. Our next meeting for all participants in, or guests for the event is on <insert day, date and time> Please feel free to come along and discover more about the programme for the weekend.

In the meantime, if you have any questions, please do get in touch.

With every good wish,
Yours sincerely

Survivorship Chair/Member
Cancer Research UK Relay For Life - <location>
Contact No:
Email:
7. Building Relay Excellence - The 6 D’s of Development

Wondering how to improve the performance your Relay year on year? Use the 6 D’s.

Before we explore the 6 D’s (D stands for Development) it is important to remember what Relay For Life is and is not. Relay For Life ‘the event’ is the celebration and recognition of the months of fundraising and awareness raising that the community undertake, it is the opportunity to remember those lost to cancer and to celebrate the lives of those surviving cancer but donations are not sought for participating in the event. Across the Globe people get involved with Relay to beat cancer... they raise donations throughout the year for that very cause and to fight back! Remember that the Relay event is the time to celebrate being a community that joins together to have fun and recognise these amazing achievements.

The 6 areas of Development below have been identified as being the key areas that drive the growth and development of Relay.

1. Leadership Development
2. Team Development
3. Fundraising Development
4. Survivorship Development
5. Event Development
6. Cancer Awareness and Information Development

Leadership Development
The most successful Relays have clearly structured Committees (similar to a business environment) & recruit Lead Chairs that enable them to reach and engage a broad base of people in the community – local business, churches, government, organisations, schools etc. There is one person per Lead role, the seven Lead roles are filled first and each person ‘fits’ the key skills required of the role they agree to. In addition, they have a solid understanding of their own role and the roles of others and commit to attend National role specific training. They have great communication channels with each other and with CRUK and have well structured meetings. The Leadership of key roles is rotated and new Committee Members are constantly sought to bring freshness, open new doors and aid the growth and development of the Relay. Succession planning (continuity) is part of the planning process and good committees will have identified potential successors, recruiting them into Vice roles or sub-committees to ensure the longevity and sustainability of the event. In addition, they listen to their participants and encourage their input.

Team Development
For the most successful Relays, team/participant recruitment and retention is a number one priority because without teams there is no Relay and no income. The more teams/participants they have and the more they motivate and engage them – the more likely it is that the teams will raise more £££’s. The most successful Relays are those that develop a strategy for recruiting teams and participants and have a great communications plan to keep people engaged and enthused. They think about their different audiences e.g. team returning for 3rd year as opposed to a brand new team who know very little about Relay. They adapt and often personalise their communications to suit their audiences. Good communication and building relationships helps participants to feel integral to the event, creates excitement and ambition and ensures everyone has a positive experience before, during and after the event. Great relationships = great commitment
In addition, great communication can ensure they share fundraising ideas with their teams, it will enable them to know how their teams are doing towards their goal, it enables them to encourage, thank and recognise their teams which often lead to less ‘no shows’ on the day. They obtain Information and knowledge from their Staff contact about the research work of Cancer Research UK and they share it with their participants, it creates a feeling of value and worth. They use recruitment incentives as a useful tool, and ask those already registered to be Relay advocates as word of mouth is a powerful form of recruitment. Relays that encourage teams of 11 – 15 members, who promote the fact that Relay is overnight and encourage their teams to stay raise more than those who tend not to. They co-ordinate on the day fundraising so that activity is varied, safe and fun. They set expectations with their teams and share kit lists and programme of events in advance. Relays that have a theme such as fancy dress are those that appear to have more energy and engagement from participants and visitors alike at their event.

Fundraising Development
The most successful committees understand that Relay is not a sponsored event and is more the ‘grand finale’ of months of fundraising in the community. They are not afraid to talk targets with their participants, they make ‘the ask’ and share their
own stories, the reasons why they need to raise more money to beat cancer. They connect with people at an emotional level and value people and their contributions. Teams that are led by enthusiastic, motivated and committed Team Captains are those that raise more money. Committees who encourage their teams to raise money through a combination of individual/team fundraising activities and who approach it as an on-going all year round basis are the most successful. Fundraising ideas and activities should be shared, and it is good practice for the committee to also arrange some FR activities of their own. Encourage on-line fundraising as; if donor is eligible, Gift Aid is automatically obtained and generally an on-line donation tends to be more than an off-line one. Effective communication is essential in ensuring that teams have the correct tools and ideas to go out into the community and fundraise. Reward and recognition of those who have aimed high and achieved is important and to remember you are only limited by your own creativity and drive, enthusiasm is infectious. Recognition of all donations is important as when teams feel valued they are likely to want to do more. Incentives are used to create friendly competition and encourage participants to go that ‘extra mile’. United we are stronger than cancer. All are presented with a certificate by the committee at the end of the event and communication is ongoing so that the teams feel part of the bigger picture.

**Survivorship Development**

Cancer survivors are the VIP’s of Relay For Life. The most successful Relays put survivors and their carers at the heart of the event and involve them in every aspect of Relay. Survivors are not only critical to the spirit of Relay, but also to the event’s financial success. Successful Relays place an emphasis on engaging survivors in as many ways as possible, before, during and after the event. The successful survivorship chair usually has a very close connection to cancer in some way. They are outgoing, willing to approach people and at ease talking about cancer. They strive to have survivors represented on the committee, as team captains and team members too. They are not afraid to ask survivors to be actively involved such as speaking during ceremonies. Having survivors as case studies, to share their own personal messages about ‘why we Relay’ assists in the promotion of the event and inspires others to get involved/raise more money. Visible presence by cancer survivors at Relay not only serves to highlight that anyone can get cancer but also that thanks to money raised at Relay more and more research can be done and in turn, more people will survive cancer now and in the future. They show us all that there is ‘Hope’ and that we ARE making a difference to those that face cancer now and in the future. Most successful Survivorship looks at how Survivors are hosted, how they engage them with each other and the event, their wellbeing and their enjoyment. They also ask for feedback so that they can continue to grow and develop Survivorship at their event.

**Event Development**

The most successful Relays create an inviting and engaging atmosphere. They think about the IMPACT that they would like to make at the event and plan their ceremonies and associated activities to create the desired effect. They use music effectively throughout. They think about the site plan, people need to feel welcome from the moment they arrive and they need to feel valued when they leave. ‘The Show’ needs to be kept fresh and impactful – to keep people coming back, it’s not about how many jugglers and marching bands present but more around how the teams/survivors are part of the activity and entertainment. The most successful Relays look appealing and welcoming to visitors on the day which in turn may lead to those people entering teams in subsequent years. Cancer Awareness and information is part of ‘the show’, as is survivorship involvement and recognition – this energises the Relay participants and sets a positive tone. Successful events recognise the importance of all the ceremonies, but especially the Candle of Hope ceremony – the time when everyone reflects, remembers and celebrates. They rehearse, they check equipment, and they are conscious of health and safety and people’s welfare. They work together as a committee to ensure they operate within the 10-15% expenditure/investment costs. They seek input and feedback from their teams, participants, survivors and each other throughout the planning and post event in order to develop their activity, keep it fresh and truly engage their community.

**Cancer Awareness and Information**

The Relay will make this D interactive and will look to engage the teams before, during and after the event. They do not rely on a display of leaflets in a marquee. They are creative asking their teams to participate in themed laps, fancy dress or banner making to communicate chosen health awareness messages. They ensure that they plan activity at the event to support this and communicate CRUK’s up to date and informative messages about cancer and our research. They use the PA system to share important messages such as drink plenty of water/apply sunscreen/take exercise etc... They ensure that there is ‘No Smoking’ at the event, that alcohol is in moderation and that there are healthy eating options available. Most importantly the most successful Relays are creative in the area of development. If CRUK scientists are attending they ensure that they are hosted and are able to have impact e.g. speaking during a ceremony/visiting teams at their tents.

All of the 6 areas of development are important to keep the event fresh year after year and we’d encourage staff and volunteers alike to share ideas with each other. Visit nearby events, speak to colleagues and/or other Relay Lead Chairs across the country and be sure to obtain feedback from those that attend your own event.

Attract new committee members to open new doors and with them come new ideas and a fresh perspective.